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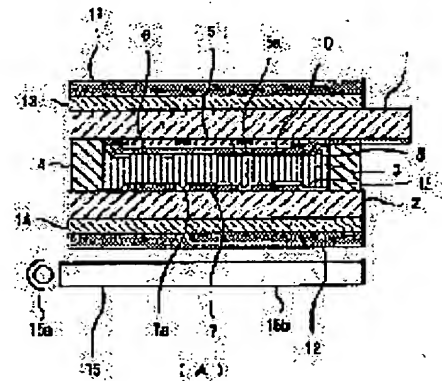
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(54) LIQUID CRYSTAL DISPLAY DEVICE AND ELECTRONIC EQUIPMENT

(57)Abstract:

PROBLEM TO BE SOLVED: To make an image display with high contrast and high quality both in a reflective display mode and in a transmissive display mode in a liquid crystal display device exchangeable between a reflective display and a transmissive display by suppressing a double image due to parallax and a blot on the display.

SOLUTION: When a backlight 15 is turned on in the dark, as light from a light source passes through a semitransparent reflection plate 7 via a polarizing plate 12 and a phase difference plate 14, and it is guided into a liquid crystal layer 3 to perform a transmissive display. In the sun since an incident external light passing through a polarizing plate 11, a phase difference plate 13 and the liquid crystal layer 3 is reflected on the semitransparent reflection plate 7, a reflective display is performed. A driving voltage is switched correspondingly to either a reflective display mode or a transitive display mode in order to apply a driving voltage most suited to reflectance and transmittance characteristics of the driving voltage to liquid crystal.



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